

# National Canners Association

WASHINGTON, D. C.

Information  
Letter



For N. C. A.  
Members

Membership Letter No. 5.

March 10, 1923.

## Radio Broadcasts Country-Wide Canned Foods Messages.

Publicity of a novel kind--and perhaps to an extent heretofore enjoyed by no other industry--was given during the past week to canned foods, through the principal radio stations of the country. Leading them all was a talk broadcasted from the powerful Arlington Government station, in Washington, D.C. This was heard by communities too numerous to mention, and also reached the warships and other vessels at sea within a wide radius. A copy of the Arlington address was later supplied to twelve other stations, working with the Government throughout the country, with the result that there were canned foods talks from other Government stations almost every night. For this wonderful opportunity the canning industry has to thank the Department of Commerce.

In addition to the Arlington address, during Canned Foods Week, talks on canned foods were broadcasted from the following cities, not including the Government stations above mentioned:

Atlanta; Boston; Chicago; Cincinnati; Columbus, Ohio; Dallas, Tex.; Fort Worth, Tex.; Kansas City, Mo.; Milwaukee; Minneapolis; New Orleans; New York City; Omaha; Peoria, Ill.; Philadelphia; Pittsburgh; Portland, Ore.; Salt Lake City; St. Louis; San Francisco; Schenectady; Seattle; Spokane; and Wichita, Kans.

In many instances, not only one talk but several talks were given in the above cities. Quite a number of the speakers were invited to give an address each evening during the week.

## Noted Food Experts Also Use Radio.

By way of calling Canned Foods Week to the attention of the consuming public, Miss Anne Lewis Pierce, head of the New York Tribune food department, and Mrs. Anna B. Scott, cooking expert of the Philadelphia North American, spoke via radio to vast audiences. Miss Pierce gave addresses two evenings from Newark, N.J., and Mrs. Scott six afternoons from Philadelphia.

In addition to this, both Miss Pierce and Mrs. Scott devoted a page in their valuable publications to the subject. Also, the leading editorial in the North American Wednesday morning was given over to commercial canning, and bore the caption "A Steam and Tin Miracle."

All articles were exceedingly complimentary to canned foods, Miss Pierce writing, in part, as follows:

"Modern cans and modern methods of sterilization and the scientific control of the process by experts in the canners' associations have lifted the whole



canning industry out of the 'hit or miss' uneven production class into that of standardized quality and safety."

"God Bless 'em, Every One!"

The National Cannery Association recently sent out a list of new members, obtained since October 12, to each Director, who, under the by-laws, votes upon the eligibility of these names. The list contained some two hundred names of firms and corporations, representing all parts of the country.

One Director, replying, said:

"Enclosed please find my vote, Yes.  
"And God bless 'em, every one!"

Section Meetings Called.

You will be interested in an announcement, soon to appear through the trade papers, covering the program for a meeting of the Pea Section and Corn Section of the Association. These meetings will be held April 11, in Milwaukee, in connection with the Western Cannery Association meeting, which convenes April 10.

Forest Products Laboratory Invites Suggestions.

The Forest Products Laboratory of the United States Department of Agriculture, at Madison, Wisconsin, has enormously advanced knowledge regarding the construction of shipping cases for the canning industry.

Col. W. B. Greeley, supervisor of the investigative program, through the National Cannery Association, now invites suggestions from the industry regarding products of industrial importance, for the Forest Products Laboratory to take up during the coming year. The Association will be glad to transmit them to the attention of Col. Greeley. It will be necessary to have such suggestions in his hands not later than April 1.

Wisconsin Pea Labeling Regulations.

A. C. Reis, Counsel for the Wisconsin Department of Markets, has held that the pea labeling regulations of that Department (General Orders 11 and 14) which were published in our Bulletin No. 86-A, are applicable to peas packed in Wisconsin to be shipped out of the state.

Refund of Excess Taxes.

Congress has just passed a law which provides that satisfactory evidence



of payment of excessive income, war-profits, or excess profits taxes shall entitle the claimant to credit therefor against any such taxes due or a prompt refund. Such credit or refund will not be allowed after five years unless a claim has been filed within two years after the tax was paid.

In cases of taxes for the year 1917, if a taxpayer has waived the right to have his taxes for that year determined and assessed within five years after that year's return was filed, credit or refund will be allowed if claim is filed within six years, or within two years from the time the tax was paid.

Further, if the Commissioner of Internal Revenue finds that invested capital of a tax payer should have been decreased by proper deductions below that declared in the return, so that excess income tax was collected, he shall allow credit or make refund regardless of the period that has elapsed since the return was filed.

#### The Protection of Vitamin C in Foods.

Dr. E.F.Kohman, of the National Cannery Research Laboratory, has made a study of the question of Vitamin C destruction in foods subjected to various heating conditions. It has been observed by a number of investigators that Vitamin C is to a great extent destroyed in vegetables and to a varying extent in the acid fruits.

Dr. Kohman has come to the conclusion that fruits in which there is the most destruction are of a more or less porous nature and contain considerable gases, among them oxygen of the air. He likewise believes that in all the experiments conducted to determine the rate of heat destruction, by various investigators, the conditions were such that there was bound to be more or less oxygen present. Although these investigators have recognized the fact that oxygen has a destructive action, yet they did not take into account that the oxygen was present in their experiments. They have found that the greater part of the destruction took place in the first part of the heating period.

Dr. Kohman has pointed out that this can be best explained at present by the fact that under the conditions that the experiments were conducted the oxygen was gradually driven out or used up and therefore no longer caused destruction. Thus it seems probable that what investigators have described as heat destruction is really destruction by oxidation. If this is true, Vitamin C can be protected in foods to a great extent by excluding all oxygen while the heating is being done. Since canned foods are heated in hermetically sealed containers, the canning process lends itself well to the cooking of foods with the exclusion of oxygen.

Dr. Kohman has indicated several methods by which the oxygen may be eliminated from different food products as well as from the water used in canning. The protection of Vitamin C in foods was the subject of a paper presented by Dr. Kohman at a meeting of the American Chemical Society in Pittsburgh and this paper will appear in the March number of the Journal of Industrial and Engineering Chemistry.

Very truly yours,

NATIONAL CANNERS ASSOCIATION  
Washington, D.C.